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Appl. No. 09/729,783
Amdt. date August 11, 2004
Reply to Office Action of February 12, 2004

REMARKS/ARGUMENTS

Page 6 of the application has been amended in order to address the trademark, which the Examiner noted in paragraph 1 of the Office Action. The claims on file have been amended in order to distinctly claim method and systems relating to branded non-interactive multimedia content. Since Rider et al. teaches an interactive gaming system, rather than any system for delivering non-interactive content, Rider et al. cannot anticipate the claims as amended. Furthermore, having regard to the claims as amended, Rider et al. is not pertinent to the problem solved by the present application, nor is it of the same field. The cited document is directed to interactive subject matter, whereas the claimed subject matter is non-interactive. Therefore, Rider et al. may not serve as the primary reference for an allegation of obviousness. Thus, the Applicant respectfully requests that the allegation of anticipation contained in paragraphs 2 and 3 of the Office Action be withdrawn.

The Examiner has alleged in paragraphs 4 and 5 that claim 2 is indefinite due to a lack of proper antecedent basis. Claim 2 has been amended in order to address this issue. Again, the Applicant requests withdrawal of the allegation.

Applicant respectfully requests reconsideration and timely Notice of Allowance.

Respectfully submitted,

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